



How to use ChatGPT and Canva Bulk Create to make 60 Instagram or any Social Media Posts in MINUTES! | MakingYouHappen.net

Here is the exact process you can use yourself:

Step 1: Craft a detailed prompt for AI to ensure you get quality output, and enter it into ChatGPT.

A quality prompt for AI content generation has the following features:

- ✓ Set the scene or context first:
 - Say what role you want ChatGPT to play (eg. A skilled social media marketer)
 - State specialism or industry they work in (eg. Specialising in coaching for new businesses)
 - Briefly state what ChatGPT will be doing
- ✓ Say who the target audience is (so that the output will be relevant), broken down into separate niches if appropriate:
 - State who a typical member of the target audience is, giving as much detail about their demographics, lifestyle, habits and needs/pain points as necessary
 - Make sure to mention the target audience's current level of understanding/experience on the topic (so that the output caters to the correct level)
- ✓ State exactly what you want ChatGPT to output:
 - Say what it must generate (eg. 60 social media posts)
 - Say how long or in what format items must be (eg. 1-2 sentences each)
 - State what types of info must be included (eg. tips, ideas, productivity and motivation around online marketing essentials)
 - You can also give some examples if you like, to steer the output, so that you and ChatGPT are 'on the same page'

Input your prompt in ChatGPT and check that the output is of the appropriate quality and quantity you desire. If not, tweak your prompt accordingly, and regenerate.

Note: It may be better to break up the prompt into separate prompts, and run them one at a time in ChatGPT, rather than running it as one long, detailed prompt.

For example, specify only one niche at a time (eg. new businesses), or only one format of output at a time (eg. Productivity tips), or only one social media type at a time.

Play around with the prompt(s) and generated content until you're happy with the result.

Step 2: Copy and paste the output from ChatGPT (eg. 60 text items for social media posts) into Microsoft Excel or Google Sheets, then save it as a CSV file.



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This step is optional, but makes the process much quicker, as instead of manually copying and pasting each of the 60 items from ChatGPT into Canvas, you can import the CSV file in one go.

Either way, it's best to save the text outputs into a separate file, as you may want to edit or tweak them before pasting or importing into Canva.

Step 3: Go to Canva and choose the type of social media post you would like to make.

For example, 'Instagram square 1080x1080px' (accessed from the Social Media tab).

This will open up a blank post of the relevant size.

Choose a design from the suggested Templates and edit the design as you like.

You can edit elements like colours, fonts, layout, title text, your website link, images, etc. This step is important, because here you will ensure the design fits with your brand identity/aesthetic.

Note that it's much quicker to edit the design at this step, before Canva creates up to 60 copies, as you won't want to do detailed edits x60!

Step 4: Within the Apps tab in Canva's menu, choose Bulk Create.

Go through the steps as instructed in Canva: import your ChatGPT text outputs (using your CSV file, or manually pasting each item in), connect the text to the element of the social media post design where you want the text to show, tick which of the text outputs you want to use (you can use up to 60), and click Generate.

This will result in Canva generating multiple versions of your social media post, each with different text using your text outputs generated in ChatGPT.

* The Bulk Create app in Canva is only available on paid plans.

Step 5: Tweak/edit each of the social media posts to look a little different to the next.

This step is optional, but you may want to tweak the designs, or change colours and fonts for some posts, so that they don't have identical designs, or even add in more posts of your own.

On the other hand, multiple posts with the same design will be useful if you want to create carousels with some of the posts, or if you want your posts to look similar for branding or aesthetic reasons.

Voila! Now all you have to do is download and post them as frequently as you like, perhaps via a social media calendar/auto-posting app like Later.



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You can watch the entire process in this video:

<https://youtu.be/BwyjpvODQak?si=UHcYVMwO-UG60mBZ>

This is the prompt I used in ChatGPT (you are welcome to use or edit it, as you like):

You are a skilled social media marketer working for a marketing coach and mentor who specialises in coaching, courses and training on online marketing for new or small businesses, and those who want to start their own business.

You will create some posts for social media marketing to be used on Instagram, Facebook and Pinterest.

The target audience is comprised of two niches:

- 1. People who want to start their own business and set it up online (for example, people who make handcrafted items or digital products), but who feel a little afraid and overwhelmed with the technical aspects of setting up and running online marketing,*
- 2. Owners of relatively new businesses or existing small businesses who are struggling with some aspects of online marketing, blogging, social media marketing and email marketing.*

Most of these people in both niches will have some experience of using computers and social media for personal/social/work purposes, but not much experience with designing, creating and managing digital assets and online marketing for business/self-employment purposes, so the social media posts you will create must help them with various aspects of online marketing essentials.

You must create 60 different social media posts.

Each post should be crafted for easy reading in social media and be in the form of 1-2 sentences, or a short paragraph, or 1-2 sentences with some bullet points.

Content for the social media posts could include things like online marketing tips, productivity/efficiency tips, top 5 or top 10 lists, useful software/tools/apps to assist certain aspects of online marketing, ideas for digital products, how to pin down their niche market, benefits of using Facebook/Pinterest/Instagram for social media marketing, motivation statements, affirmations, and anything else that would appeal to either or both niches of the specified target audience above.